

ABSTRACT OF THE DISCLOSURE

An image commercial transactions system and method that are able to implement the sales to the purpose of the seller. An e-commerce system for selling a picture and a handling condition specific to the picture, both being recorded on a predetermined recording medium in a predetermined format. The picture to be sold and the handling condition are accepted by an acceptor in a digital format. When a transaction is established, an accounting company carries out an accounting electronically for a purchaser of the data of the picture and the e-commerce condition, thereby both of the picture to be sold and the handling condition are sold as digital data so that the purchased picture is used in a handling manner as intended by the seller. Consequently, the selling of the picture can be made so as to satisfy the intention of the seller.